KNXV

KNXV-TV
PHOENIX

ORDER

Flight Dates **10/02/12-10/08/12**

Order Sep 00:13:00

Product **Sinema/Democrat/Congress**

Estimate # **12221**

Alt Order #

Contract / Revision **313436** /

Original Date / Revision
09/28/12 09/28/12

Agency Com 15%

Billing Type Cash

Order Type GENERAL

Billing Contact

Billing Cycle EOM/EOC

Advertiser **DCCC - Sinema/Democrat/C**

1580 Lincoln Street
Suite 510
Denver, CO 80203

Billing Calendar BROADCAST

Demographic A25-54

Agency **Media Strategies and Resea**

Rev Codes AGY TIME SLS TIME SLS

Buying Contact

Sales Office KNXVL

Product Codes PL

Sales Region LOC

Priority DEF

Agency Ref

Advertiser Ref

1580 Lincoln Street
Suite 510
Denver, CO 80203

Primary Account Executive
KNXV House

Account Executive	Order%	Start Date	End Date
KNXV House	100%		

Order Share 15% Market Value 102000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	%	0
KPNX	%	0
KPPX	%	0
KSAZ	%	0
KTVK	%	0
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	85%	86700

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	36	$13,005.00	$15,300.00	0.00
Totals	36	$13,005.00	$15,300.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	36	$13,005.00	$15,300.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
N 1	KNXV	10/02/12	10/07/12	M-F 6-7am M-F 6-7am	CM	6am-7am	-1111--	:30	4	$150.00	P-6	0.00 NM	4	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/01/12	10/07/12	-1111--	4	$150.00	0.00								
N 2	KNXV	10/02/12	10/08/12	M-F 7-9am M-F 7-9am	CM	7am-9am	1111---	:30	4	$150.00	P-6	0.00 NM	4	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/01/12	10/07/12	-111---	3	$150.00	0.00								
Week:	10/08/12	10/14/12	1------	1	$150.00	0.00								
N 3	KNXV	10/02/12	10/07/12		CM	10am-11am	----1--	:30	1	$300.00	P-6	0.00 NM	1	$300.00

KNXV

KNXV-TV PHOENIX

Contract / Revision **313436** Flight Dates **10/02/12-10/08/12** Hiatus Dates

Original Date / Revision 09/28/12 / 09/28/12 Order Sep 00:13:00

Advertiser **DCCC - Sinema/Democrat/(** Product **Sinema/Democrat/Congress** Estimate # **12221**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
				M-F 10am-11am The View											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	----1--	1	$300.00	0.00								
N 4	KNXV	10/08/12	10/08/12	M-F 3pm-4pm Katie	CM	3pm-4pm	1------	:30	1	$300.00	P-3	0.00	NM	1	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/08/12	10/14/12	1------	1	$300.00	0.00								
N 5	KNXV	10/02/12	10/07/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	-1-11--	:30	3	$150.00	P-6	0.00	NM	3	$450.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	-1-11--	3	$150.00	0.00								
N 6	KNXV	10/02/12	10/07/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	--1----	:30	1	$350.00	P-3	0.00	NM	1	$350.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	--1----	1	$350.00	0.00								
N 7	KNXV	10/02/12	10/08/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	1-1----	:30	2	$200.00	P-6	0.00	NM	2	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	--1----	1	$200.00	0.00								
	Week:	10/08/12	10/14/12	1------	1	$200.00	0.00								
N 8	KNXV	10/02/12	10/08/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	$500.00	P-3	0.00	NM	5	$2,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	-1111--	4	$500.00	0.00								
	Week:	10/08/12	10/14/12	1------	1	$500.00	0.00								
N 9	KNXV	10/02/12	10/08/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	$550.00	P-3	0.00	NM	5	$2,750.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	-1111--	4	$550.00	0.00								
	Week:	10/08/12	10/14/12	1------	1	$550.00	0.00								
N 10	KNXV	10/02/12	10/08/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11-1---	:30	3	$500.00	P-6	0.00	NM	3	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	-1-1---	2	$500.00	0.00								
	Week:	10/08/12	10/14/12	1------	1	$500.00	0.00								
N 11	KNXV	10/02/12	10/08/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	$850.00	P-3	0.00	NM	5	$4,250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	-1111--	4	$850.00	0.00								
	Week:	10/08/12	10/14/12	1------	1	$850.00	0.00								
N 12	KNXV	10/06/12	10/06/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	$450.00	P-3	0.00	NM	1	$450.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	-----S-	1	$450.00	0.00								
N 13	KNXV	10/07/12	10/07/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	------S	:30	1	$850.00	P-3	0.00	NM	1	$850.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/01/12	10/07/12	------S	1	$850.00	0.00								

*Tax 1 Note: Tax 0.5%.

Totals 36 $15,300.00